

Resource People

The Kentucky Department of Agriculture

The Kentucky Department of Agriculture does not regulate farmers' markets or the products sold at the markets. KDA provides assistance to markets to govern themselves and to reach their goals.

Janet Eaton – Farmers' Market Specialist

Janet provides the following services that support farmers' market development and sustainability:

- Maintains a directory of Kentucky farmers' markets – a market must be listed on this directory to be eligible to:
 - Sell home-processed and microprocessed products under the farmers' market regulation (HB 391);
 - Apply for the Kentucky Proud marketing program
 - Be a Farmers' Market Nutrition Program (Senior and WIC) market.
- Provides technical assistance to both new and established markets;
- Provides retail marketing and merchandising educational opportunities to Kentucky producers;
- Provides free market assessments to help markets direct energies toward growing and improving the market;
- Maintains an e-mail information dispersal list allowing producers access to the latest marketing opportunities.
- Provides information on the "Kentucky Proud" promotional program to markets and market vendors.

Janet can be contacted at (502) 564-4983 or by e-mail at janet.eaton@ky.gov

Jessica Anderson - Farmers' Market Nutrition Program (FMNP) – WIC and Senior

These programs provide qualified individuals with coupons for fresh fruits, vegetables and herbs that are redeemable only at approved farmers' markets with designated vendors. In 2003 this program provided Kentucky farmers' markets \$168,312 in the FMNP-WIC program and \$276,302 in the senior program. Jessica can be contacted at (502) 573-0282 or by e-mail at jessicap.anderson@ky.gov

Bobbie Butler – Regulation and Inspection – Eggs

The KDA regulates the sale of eggs within the Commonwealth. Bobbie can be reached at (502) 573-0282 or bobbiej.butler@ky.gov

Tom Bloemer – Regulation and Inspection – Scales

The KDA regulates weights and measures across the state. All scales used for commercial sales including farmers' markets, must be legal for trade and accurate. Tom can be reached at (502) 573-0282

Phil Craft – Animal Health – state apiarist

Phil provides help and assistance to beekeepers. He is knowledgeable about all applicable regulations and requirements as well as marketing information. He produces a periodic newsletter full of the latest information from around the state. Phil can be reached at (502) 564-3956 or by e-mail at phil.craft@ky.gov

Jake Schmitz – Office of Marketing – Organic Program

Jake provides assistance to producers who wish to offer all types of certified organic products.

Cabinet for Health and Family Services—Department for Public Health

Kentucky Food Safety Branch Contacts:

Mark Reed, R.S., MPA: (502) 564-7181, extension 3677

Mark serves as supervisor for the Food Manufacturing Section of Kentucky's Food Safety Branch. Feel free to contact Mr. Reed if you have any questions or would like to receive an informational packet in reference to obtaining a "commercial" permit to manufacture value-added food products, or need additional information and materials regarding Home-based Processing registration or Home-based Microprocessing certification for marketing processed foods at Kentucky's farmers' markets. Mark also reviews Home-based Processor/Home-based Microprocessor applications for compliance with pertinent mandates.

Mr. Reed has worked closely with farmers' markets across the state, especially with regard to the farmers' market rules, more commonly known by HB391. As the Department for Public Health's liaison, he has met with market teams, county Extension agents, the University of Kentucky Cooperative Extension Service, Kentucky Farm Bureau staff, KDA staff and many others to provide both food safety training and an explanation of Kentucky's Food Safety Laws/Regulations as they relate to farmers markets and value-added food product manufacturing. Mark's agency is charged with ensuring that farmers' markets remain a source for safe, wholesome foods for consumers.

Mark is a major contributor to this manual and will serve as an invaluable resource in the future. Specific information on Public Health laws, regulations and policies can be found elsewhere in this manual. Mark can be reached at the above telephone number or by e-mail at mark.reed@ky.gov

Annhall Norris, R.S.: (502) 564-7181, extension 3683

Annhall handles questions pertaining to value-added food product labels. Ms. Norris conducts label reviews of both "commercial" food products and products produced under Kentucky's Farmers' Markets rules for Home-based Processors and Home-based Microprocessors. Ms. Norris also serves as an area field inspector for the Food Safety Branch.

Local County Health Department

Environmental/Food Safety Professional:

General questions concerning the sales/marketing of value-added food products at farmers' markets or on-site food preparation at farmers' markets should be directed to the local health department in each county where the farmers' market vendor intends to set up. Your local health department can address inquiries regarding permit/inspection requirements for temporary food vendors. Your local health department food safety professional knows your community best and should be your first point of contact when you are considering marketing value-added foods or engaging in a temporary food service operation. A telephone/address listing of Kentucky's county health departments can be found at the following Department for Public Health Web page: http://chs.ky.gov/publichealth/1hd_address_listing.htm

University of Kentucky Extension Service

The Extension Service maintains an office in each county in Kentucky where you can access lots of information on marketing and production. Your local agents can put you in contact with specialists at the University of Kentucky and connect you to the latest research. In some counties the market is either supported or assisted by the local Extension Service.

Some statewide specialists who frequently interact with farmers' markets are:

Tim Woods – Marketing –market trends, pricing, market structure (859) 257-7270

Matt Ernst – Marketing – trends, pricing, packaging, rules and regulations;
(859) 257-7272 ext. 223

John Strang – Fruit production, marketing trends; (859) 257-5685

Sharon Bale – Cut flower production especially woody stems; (859) 257-8605

Bob Andersen – Flower production; (859) 257-4721

Sandra Bastin – HB 391 and processing information; (859) 257-1812

Kentucky State University Small Farm Program

Kentucky State University offers excellent services to small farms through educational opportunities and research. A well-received effort is the "Third Thursday" educational workshops. Held on the third Thursday of every month – January through November - these free workshops cover topics as diverse as goats, aquaculture, and organic topics. To find out more about "Third Thursday" or other opportunities through KSU, (502) 597-6437 or check out their Web site at www.kysu.edu/land_grant/thursday2.cfm

Governor's Office of Agriculture Policy

The Governor's Office of Agricultural Policy (GOAP) provides a direct link between the Governor and one of the state's most important industries, agriculture. The office administers the Kentucky Agricultural Development Fund (KADF) and the Kentucky Agricultural Finance Corporation (KAFC). For information on grant and loan programs available to producers through KADF and KAFC, contact the Governor's Office of Agricultural Policy at (502) 564-4627 or visit the Web site at <http://agpolicy.ky.gov/>. The GOAP administers the Farmers' Market Competitive Grants Program.

Kentucky Center for Cooperative Development

The Kentucky Center for Cooperative Development is an organization established to facilitate Cooperative business development in Kentucky. It provides technical assistance and training for new and existing Cooperatives.

KCCD assists farmers' markets with feasibility studies, business planning, financial record keeping, policy governance, marketing plans, and member, manager and director education programs.

Larry K. Snell, Executive Director - (270) 763-8258, lsnell@kccd.info

Laura Powers, Cooperative Development Specialist - (270) 763-8258, lpowers@kccd.info

Heath Hoagland, Cooperative Development Specialist - (859) 257-6527, hhoagland@kccd.info